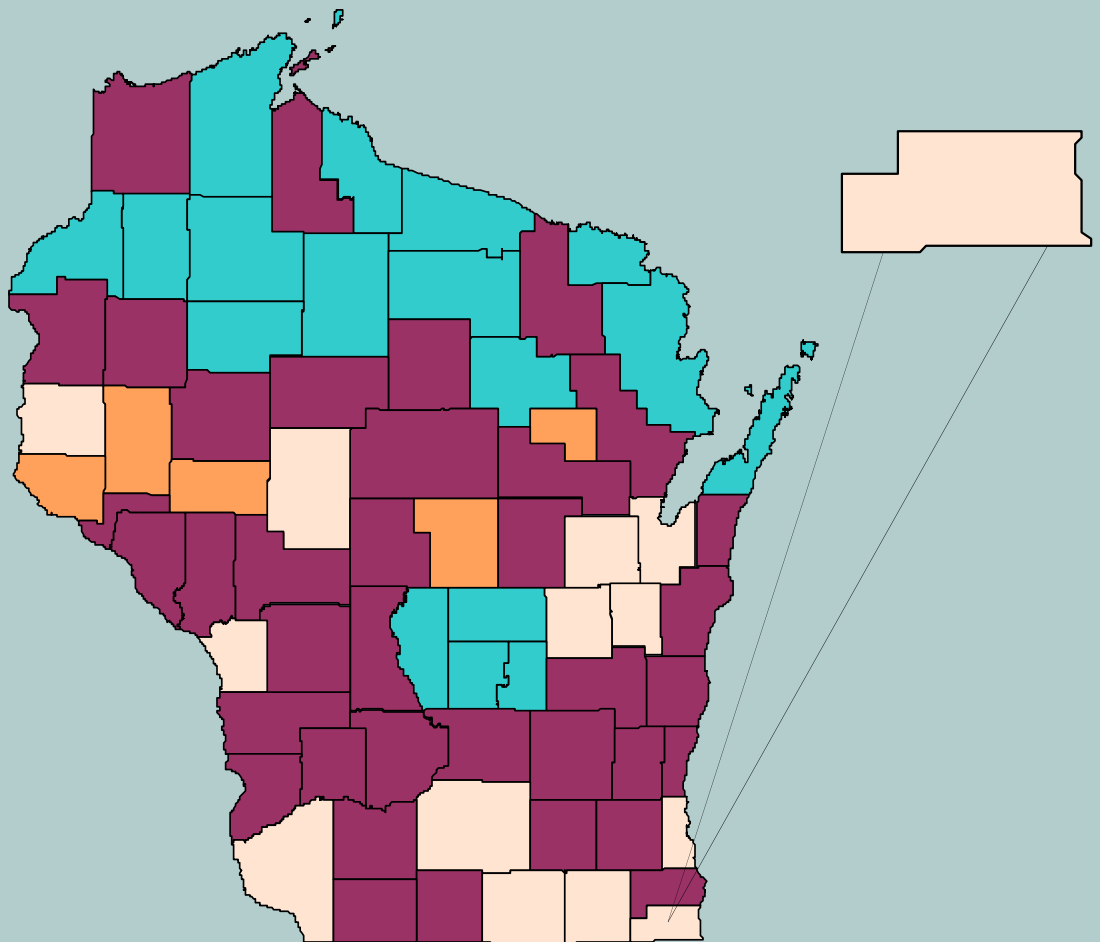


Kenosha County Workforce Profile

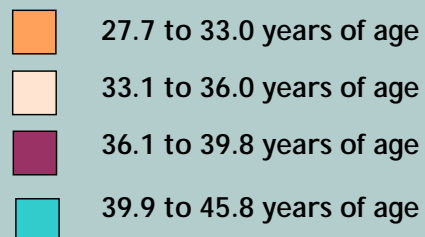
Median Age by County, 2000



Your complete
guide to the
state of the
labor force of
today and a
glimpse into
the economy of
tomorrow.



State of Wisconsin
Department of Workforce Development
October 2002



Source: Census 2000 of the United States



County Population

The start of the 21st century in Kenosha County has not so surprisingly continued to show population growth as a "tale of two counties". As of January 1, 2001, Kenosha County has added almost one percent more (1,357) residents since the release of 2000 Census data. The growth was relatively strong as it outpaced that of the state and the nation, each growing at a pace of about 0.7 percent over the same time period. The growth displayed balanced composition made up of equal parts natural increase (more births than deaths) and migration into the county. Kenosha's population growth over this short period ranked 24th highest of the state's 72 counties.

So why the "two counties" label? Kenosha County is not exactly an example of the most balanced growth *geographically*. The City of Kenosha, which represents about 60 percent of the county's population, shows a growth rate that has been dwarfed by the rates of the towns and villages that line the central portion and southern edge of the county. It has been no secret that for decades Illinois natives have been making the trek north into Kenosha County residing in the booming bedroom communities such as Pleasant Prairie and Randall, while maintaining their jobs in Illinois. The City of Kenosha's last decennial rate of growth was strong for a central city in southeast Wisconsin and may always be the largest municipality within the county, but the annual rates of growth of the surrounding burghs and hamlets have shown that the smaller communities have come in to their own. Slower central city growth contrasted by explosive suburban growth is not unique to Kenosha County, the state of Wisconsin or even the Midwest.

If Kenosha County continues its present rate of growth over the next decade then the 2010 census will reflect growth of approximately 10 percent. Official, updated census projections of county-level population are not available at the time of publication, but the accepted assumptions of the next decade are that population figures nationwide are going to find slower growth as the 2010 census comes upon us; Kenosha will be no exception. The 1990-2000 rate of growth was 16.7 percent to put this speculated projection into context.

(Continued on page 2)

Total Population

	2000 Census	January 1, 2001 Estimate	Percent change
United States	281,421,906	283,474,000	0.7%
Wisconsin	5,363,675	5,400,449	0.7%
Kenosha County	149,577	150,934	0.9%

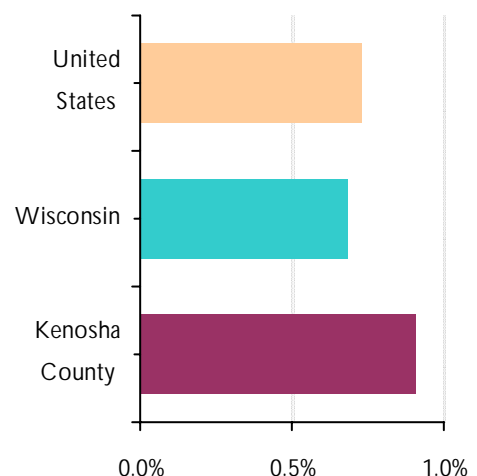
Ten Largest Municipalities

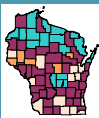
Kenosha, City	90,352	90,963	0.7%
Pleasant Prairie, Village	16,136	16,493	2.2%
Salem, Town	9,871	10,044	1.8%
Somers, Town	9,059	9,070	0.1%
Twin Lakes, Village	5,124	5,163	0.8%
Bristol, Town	4,538	4,569	0.7%
Wheatland, Town	3,292	3,312	0.6%
Paddock Lake, Village	3,012	3,033	0.7%
Randall, Town	2,929	2,990	2.1%
Silver Lake, Village	2,341	2,342	0.0%

* Kenosha portion only

Source: Wisconsin Department of Administration, Demographic Services, 2002

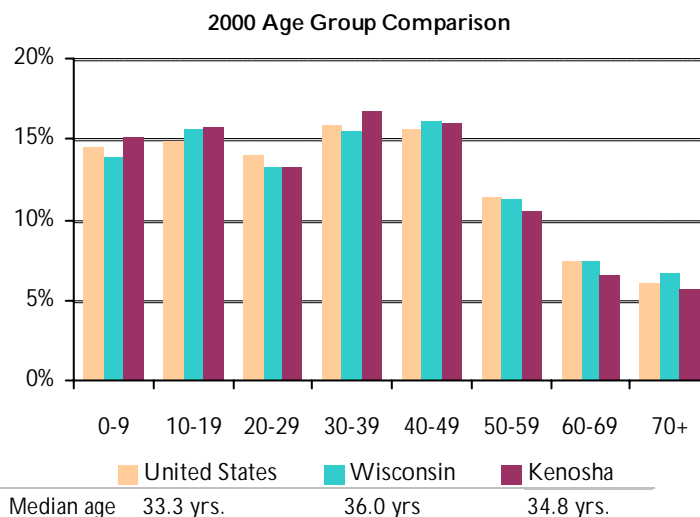
Population Growth 2000-2001





State of Wisconsin - Kenosha County

The county's sustained growth will come primarily from in-migration and despite Kenosha County having the 11th highest fertility rate in the state in 2000 (fertility rate is the number of live births for every 1,000 females in the population ages 15-44), it is still below the national average in this category and will not increase anytime soon. Despite the lower number of births (relative to the nation's birth rate), total migration into the county has offset much of the county's slower natural increase. Many of these transplanted residents are younger and are raising families in Kenosha County. The population growth itself will probably be fairly strong relative to the previous two or three decades' performances, but pockets of the United States and other counties within the state are growing much faster.

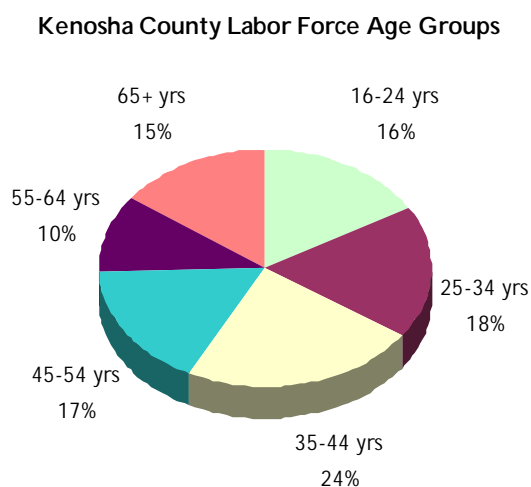


Source: US Department of Commerce, Census Bureau, *Census 2000*

The graph to the upper right shows the age distribution of the county, state and nation and shows that the number of children aged 0-9 years is at a higher rate than both the U.S. and Wisconsin, which is encouraging considering the multitude of information that is trumpeted about the aging of the population. But this is about the limit to where Kenosha looks particularly young. Kenosha County is not particularly old either, and it certainly has a composition that will age significantly within the next decade.

It is true that Wisconsin is an older than average state typical of the upper Midwest. Kenosha is a bit younger than the state average primarily because central city locations within metropolitan areas tend to attract/retain a younger population and the City of Kenosha makes up the majority of the county's population.

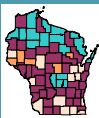
County Civilian Labor Force



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

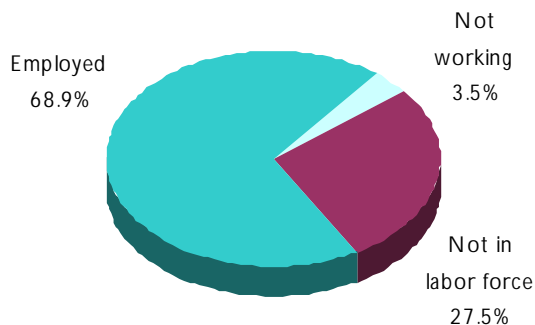
The chart to the left breaks down the population over the age of 16 to show the "working aged" components of the labor force. The age of a county is important for myriad reasons. A chief reason is to examine the active and potential labor force supply for present and the future. Populations that show balance in these cohorts are more likely to progress sufficiently with replacements of those who leave the labor force due to retirement. Counties, cities and villages, etc. that do not show balance have potential "demographic imperatives" which must be addressed and hopefully remedied. Typically, these imperatives are translated as too few younger population to replace those who retire from the labor force and not enough workers in key occupations that will be demanded by an aging population

(Continued on page 3)



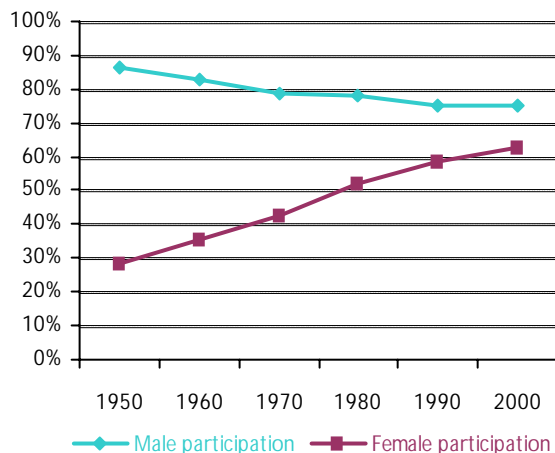
State of Wisconsin - Kenosha County

2001 Labor Force Participation



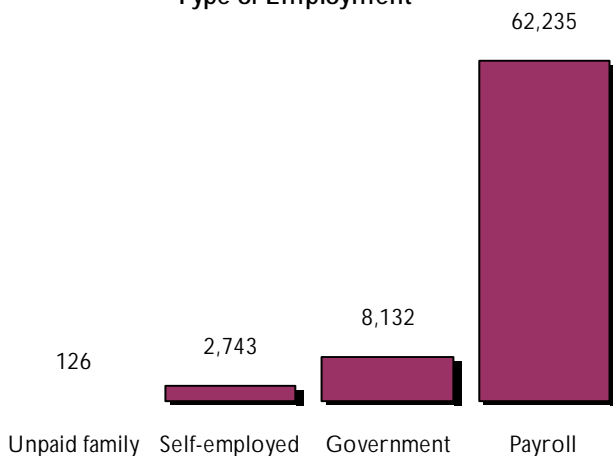
Source: Estimated from WI Dept. of Administration population estimates, Jan. 2001, US Census Bureau, and WI Local Area Unemployment Statistics.

Labor Force Participation of Male and Female Residents



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

Type of Employment



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

such as those who work in health care fields.

Kenosha shows satisfactory balance with respect to the short-term outlook for working-aged, but will still face the same imperatives that the state as a whole will in the longer-term. Those aged 16-24 are not wholly abundant and those in the next cohort, 25-34 are not exactly in great numbers, anywhere, at least relative to the next two baby-boomer cohorts, 35-44 and 45-54. Yet Kenosha County, despite some of these cohort disparities, is not overly weighted to those who near retirement as some counties are, and will not be for the next decade or so.

The labor force is the sum of those employed and unemployed *whom have actively sought work in the last month*. Labor force-eligible residents must be 16 years or older, civilian and not a member of an institutional population such as a prison. Labor force is measured via a monthly survey that considers only if the person has worked (at least one hour) and not where they worked. This is an important distinction because many residents of a county work in other counties. What this implies is that industries and jobs of one county may have an impact on the labor force of another county. It is fair to say that the surrounding counties have an effect on Kenosha's labor force and vice versa. As of 2001, the labor force participation rate (LFPR) in Kenosha County is a strong 72.5 percent (rounded), which is just slightly lower than the state rate of 73.5 percent.

Kenosha County's LFPR ranks 26th highest of the 72 counties in a state that is ranked very highly at fifth in the nation in this category. The LFPR graph to the middle left demonstrates that women have become a much more significant part of the labor force over the last 50 years and have bolstered Wisconsin's national stature in LFPR. The male LFPR remains higher in virtually any locale, but female LFPR has certainly risen faster over the long term. Increasing female LFPR is not unique to the Kenosha area or Wisconsin, but it has certainly been on the rise since the two-income and female headed single-parent homes have become the rule rather than the exception, especially in counties like Kenosha where manufacturing has been subject to

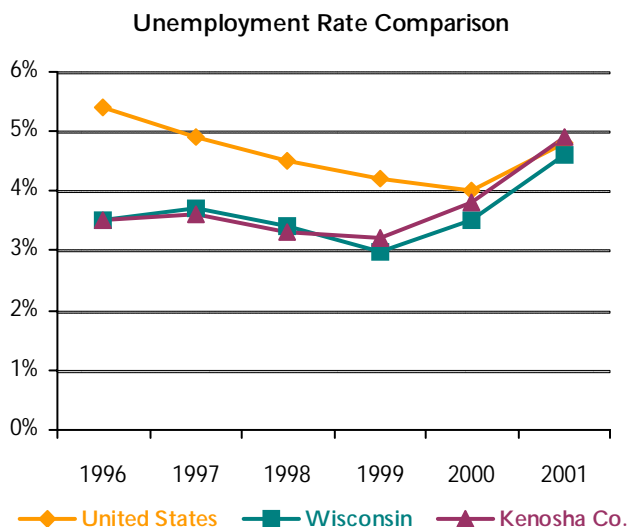
(Continued on page 4)



State of Wisconsin - Kenosha County

extreme losses of employment over the last three decades and the additional income source was necessary. Also, coupled in a more constructive light, the tremendous job growth of almost all industries in the 1990s and its demand for labor created enticing opportunities for all willing in Kenosha County to participate.

Speaking of job growth and downturn, the labor force in Kenosha County grew about six percent from 1996-2001 with the growth slowing since 1999. The number of those employed in the labor force have grown 4.4 percent, while the number of unemployed increased significantly, 47 percent. It should be noted that the bulk of the sharp increase in unemployed came in 2001, where it increased 30 percent in one year alone due to the national recession and softening of regional manufacturing employment. This softening has caused an annual average (not seasonally adjusted) unemployment rate of 3.5 percent in 1996 to increase to 4.9 percent at the end of 2001. The historical context of unemployment rates would put the 2001 rate of 4.9 percent as quite low relative to the 1970s and 80s figures that reached anywhere from about six to al-

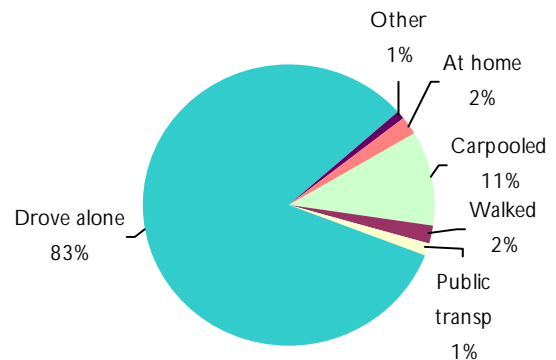


Kenosha County Civilian Labor Force Data

	1996	1997	1998	1999	2000	2001
Labor Force	77,200	79,000	81,300	80,400	81,500	81,800
Employed	74,500	76,200	78,600	77,800	78,400	77,800
Unemployed	2,720	2,870	2,710	2,600	3,090	4,010
Unemployment Rate	3.5%	3.6%	3.3%	3.2%	3.8%	4.9%

Source: WI Department of Workforce Development, Local Area Unemployment Statistics, revised March 2002

County Travel-to-Work Patterns



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

most 18 percent. But to mitigate the recent economic softening by comparing the present to the past would be a disservice to those who have felt the brunt of the current recession.

Commuting

Data that specifically show the inter- and intra-state commuting destinations are not available at the time of writing, but suffice it to say that Kenosha County has one of the highest rates of inter-state commuting in Wisconsin as 2000 census data show that 30 percent of its employed work in another state, the obvious choice being Illinois. This commuting rate is rivaled by only the Minnesota connection that Pierce and St. Croix Counties exhibit in the state's northwest region.

The pie chart above shows the various modes of transportation used to get to place of work. The use of public transportation is lower in the county than that of the United States and Wisconsin averages, which comes as no surprise since longer commutes require car travel. The Metra commuter train service to Chicago, as appealing and useful as it is, is no match to the appeal and independence of car travel, which is usually done alone.



County Industry Employment

Nonfarm Wage and Salary Employment

	1996	1997	1998	1999	2000	2001	Percent change	
							1 year	5 year
Total	49,037	50,868	53,568	55,022	55,672	54,692	-1.8%	11.5%
Goods Producing	13,307	13,381	14,401	14,740	14,868	14,210	-4.4%	6.8%
Construction & Mining	2,161	2,145	2,294	2,290	2,219	2,314	4.2%	7.1%
Manufacturing	11,146	11,236	12,108	12,450	12,649	11,896	-5.9%	6.7%
Durable	8,075	7,959	8,530	8,573	8,920	8,283	-7.1%	2.6%
Nondurable	3,071	3,278	3,578	3,878	3,729	3,614	-3.1%	17.7%
Service Producing	35,731	37,487	39,167	40,282	40,804	40,482	-0.8%	13.3%
Transportation, Communications & Utilities	1,789	1,870	1,871	1,976	2,163	2,152	-0.5%	20.3%
Total Trade	12,700	12,516	12,994	13,668	13,879	13,752	-0.9%	8.3%
Wholesale	2,038	2,186	2,416	2,789	2,741	2,557	-6.7%	25.5%
Retail	10,661	10,330	10,578	10,879	11,138	11,194	0.5%	5.0%
Finance, Insurance, and Real Estate	1,590	1,678	1,682	1,603	1,522	1,446	-5.0%	-9.1%
Services & Misc.	12,200	13,489	14,451	14,587	14,481	14,272	-1.4%	17.0%
Total Government	7,452	7,935	8,169	8,449	8,759	8,861	1.2%	18.9%

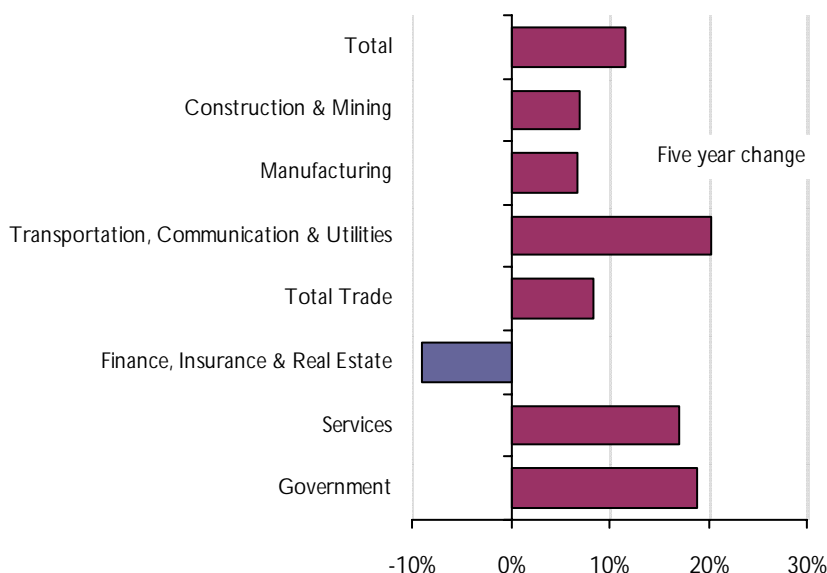
Source: WI Department of Workforce Development, Nonfarm wage and salary estimates, revised March 2002

Nonfarm wage and salary (NFWs) employment data are the complement to the labor force data from the previous pages. These are derived from a monthly survey that counts the number of workers in an establishment (by industry). These are reported as the number of jobs in the county regardless of where the employee lives.

There is no easy to way state across-the-board losses felt from 2000 into 2001. Most of the talk over the last year (years, really) is the loss of manufacturing employment, more specifically, durable goods manufacturing employment within the region. These industries' downturns usually lead recessions and are usually

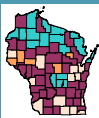
the lead for recovery as well. What we have not seen to date is anything encouraging to say that this is the end of production's softening. Even in the best of times throughout the late 1990s manufacturing boom, employment receded due to automation, higher productivity and global competition. Nondurable goods manufacturing, albeit a smaller portion of production, has seen considerable growth over the last five years in food and kindred products, rubber and plastics and others.

Employment Change by Industry Division: 1996 to 2001



Source: WI DWD, Nonfarm wage and salary estimates, revised March 2002

Service-producing industries have picked up the slack in providing job opportunities, though it should be noted that a sizable number of those working in manufacturing environments are actually services employees as they are contracted through temporary and personnel supply services agencies.



State of Wisconsin - Kenosha County

Top 10 Employers

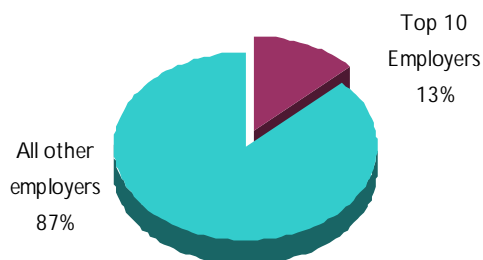
Company	Product or Service	Size
Kenosha Hospital & Medical Center	Office and Clinics of Doctors of Medicine	1000+
Daimlerchrysler Corp.	Motor Vehicle Parts and Accessories	1000+
Supervalu Holdings Inc.	Groceries	500-999
Snap-On Tools Mfg Co	Hand and Edge Tools	500-999
Aurora Health Care Of Southern Lake	General Medical and Surgical Hospitals	500-999
Mc Donalds Restaurants Of Wisconsin	Eating Places	250-499
Martin Petersen Co Inc.	Sheet Metal Work	250-499
The Cherry Corp.	Electronic Parts and Equipment	250-499
Jockey Intl Inc.	Knit Underwear and Nightwear Mills	250-499
Carthage College	Colleges, Universities and Professional Schools (Private)	250-499

Top 10 Industry Groups

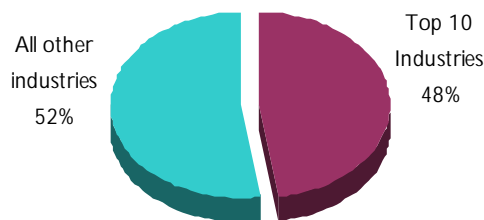
Industry Group	March 2001		Numeric change	
	Employers	Employees	1-year	5-year
Educational Services	24	5,705	257	825
Eating and Drinking Places	238	4,490	188	446
Health Services	180	4,418	615	222
Fabricated Metal Products	42	2,437	121	656
Transportation Equipment	*	*	*	*
Executive, Legislative, and General	*	*	*	*
Social Services	59	1,440	169	219
Food Stores	55	1,394	44	-111
Wholesale Trade-Nondurable Goods	56	1,345	-97	88
Industrial Machinery and Equipment	51	1,284	-94	-296

*data suppressed to maintain confidentiality

Top 10 Employers' Share of
Nonfarm Employment



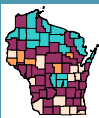
Top 10 Industry Group Share
of Nonfarm Employment



Source: WI Department of Workforce Development, ES-202 file tape, December 2001

Larger size counties like Kenosha are not as tied to one or a handful of employers unlike some of the smaller counties in Wisconsin. This is not to say that Kenosha does not have dominant employers like DaimlerChrysler or the local medical facilities. But the county surely is grounded in particular industries as almost half of those employed in the county work in the top ten industries (via employment). Of these top ten industries, services and manufacturing show strong presence in the listed sub-industries, though manufacturers have been strongly impacted within the last year and may not have the same presence and rank at the time of writing as the data for year 2001 show. Despite any industry shuffling as of 2002, services-producing industries seem to be the avenues of growth in Kenosha County, espe-

(Continued on page 7)



State of Wisconsin - Kenosha County

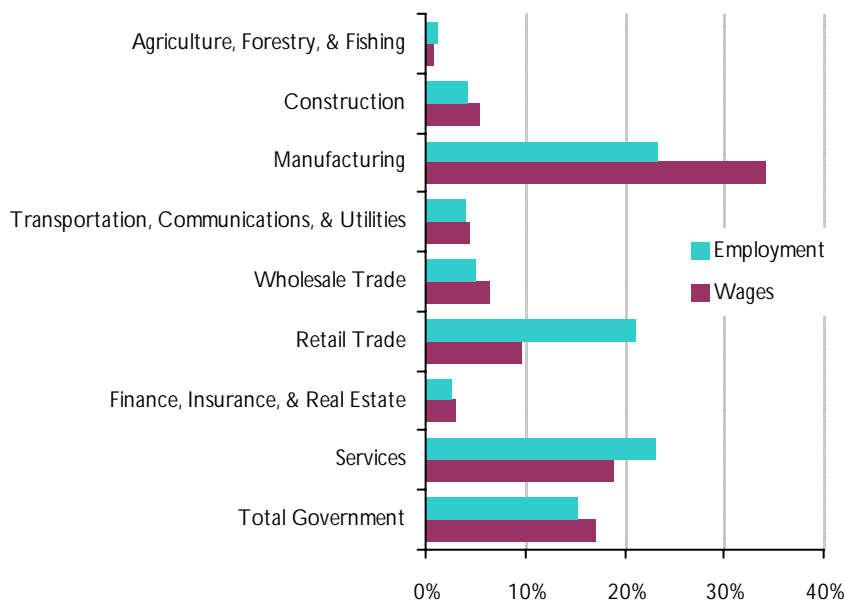
cially the health care services industries who are desperate for employees.

A county's industry composition can heavily dictate the occupational makeup of an area, which begets wages paid, which then begets economic vitality, etc. Kenosha County's industry composition in 2002 is much more balanced than it used to be primarily as services industry employment has increased and manufacturing employment has subsided. But there is a great deal of imbalance shown

in these two industries' share of total wages paid in the county. The manufacturing/services employment balance becomes a different story for the fact that manufacturing pays considerably more of the county's total wages paid than services. This is due to manufacturing's higher than average paying occupations, many of which are covered under collective bargaining agreements, offer overtime hours and offer higher entry-level pay. Services industries jobs cover a larger spectrum of employment in very low to very high value added services and Kenosha County is probably reflected in the middle part of this value scale. This is not to say that services industries, en masse, are low paying, but like retail trade, many services industry jobs may entail part-time hours and typical entry level pay scales.

Kenosha County's industry wages are fairly even with the state level due to its metropolitan status, which usually dictates higher pay than rural counties and the presence of some higher than average paying industries such as construction and manufacturing. The occupations within these industries also affect total average wages as sectors that have a greater presence of managerial and executive, and research and design occupations affect the industry's total average wage as well.

Employment & Wage Distribution by Industry Division

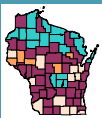


Annual Average Wage By Industry Division

	Kenosha Co. Annual Average Wage	Wisconsin Annual Average Wage	Percent of State Average	1-year percent change	5-year percent change
All Industries*	\$ 31,719	\$ 30,922	102.6%	1.1%	21.1%
Agriculture, Forestry, & Fishing	\$ 20,268	\$ 22,565	89.8%	6.9%	26.6%
Construction	\$ 41,494	\$ 39,011	106.4%	0.1%	17.6%
Manufacturing	\$ 46,617	\$ 39,739	117.3%	-0.5%	18.2%
Transportation, Communications, & Utilities	\$ 34,812	\$ 36,639	95.0%	-3.9%	19.4%
Wholesale Trade	\$ 40,464	\$ 40,521	99.9%	3.2%	26.5%
Retail Trade	\$ 14,612	\$ 14,596	100.1%	4.2%	18.4%
Finance, Insurance, & Real estate	\$ 34,532	\$ 40,933	84.4%	6.1%	33.6%
Services	\$ 26,015	\$ 28,775	90.4%	4.3%	24.4%
Total Government	\$ 35,397	\$ 33,785	104.8%	7.1%	17.4%

* Mining excluded from table since wages were suppressed to maintain confidentiality in every county

Source: WI DWD, *Employment, Wages, and Taxes Due covered by Wisconsin's U.C. Law, 2002*



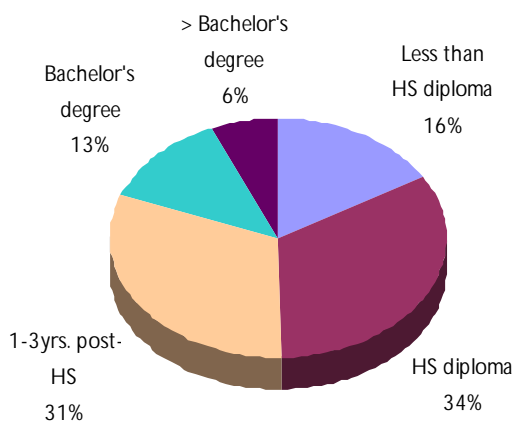
Occupation and Education Characteristics of County Population

The graph to the right is a view of occupational groups independent of industry, meaning that these occupations could conceivably span across all industries, though it would probably be very difficult to find many farm or fishing workers in health care services, but not necessarily impossible. Industries certainly do formulate occupational composition, but there are additional factors as well that determine what kinds of workers are employed/demanded in a county such as the complexity of the services offered and goods produced.

The occupational mix of Kenosha County is fairly representative of the state as a whole with a few subtle differences. Kenosha County is heavily vested in manufacturing, hence the larger than state presence of those in production, transportation and material moving occupations, yet lacks the manufacturing companies with corporate headquarters and research and design facilities, which is why those in management, professional and related occupations are lower than the state average.

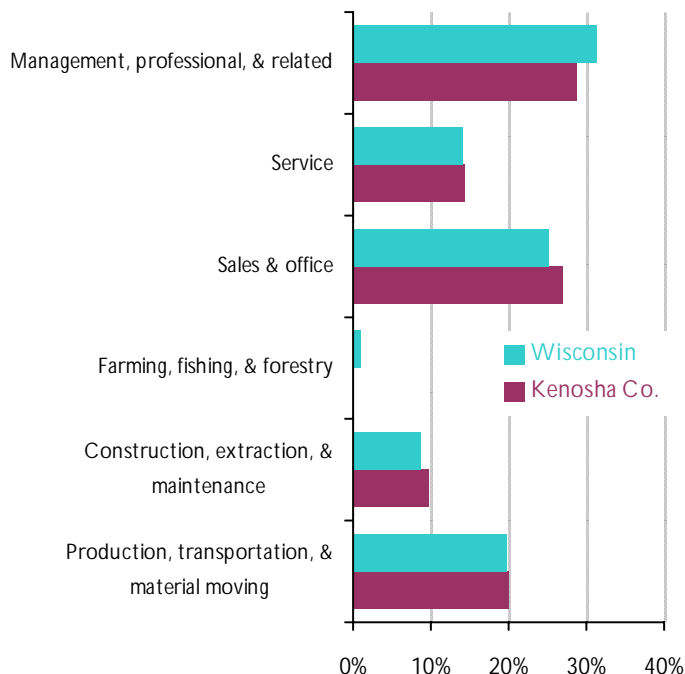
Other disparities between Kenosha County and the state occupational make up are fairly intuitive such as the lower presence of farming, fishing and forestry jobs and the higher number of those in sales and office positions being that the former are more common in rural counties and the latter more likely in metropolitan areas.

Education Attainment in 2000



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

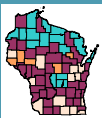
Employment by Occupation Group: 2000



US Department of Commerce, Census 2000

Kenosha County's collective educational attainment (below left) speaks volumes about its occupational composition. This is simply because occupations vary in their educational requirements.

Nineteen percent (rounded) of Kenosha County's population age 25 and over have a bachelor's degree or higher education. This is lower than the state average of 22 percent and is not so surprising due to the fact that the much of the occupational supply in Kenosha shows lower demand for such education. What is interesting is the fact that the county has shown the fastest growth rate (78 percent) of those educated (BA or higher) over the last decade for single-county metropolitan areas in the Midwest. This is primarily due to the influx of educated residents from Illinois. And this is encouraging, nonetheless, despite the fact that many Illinois transplants still work in Illinois, because the potential for economic growth rests upon assuring potential employers that an adequately skilled and educated labor force is available, if only potentially available for other opportunities.

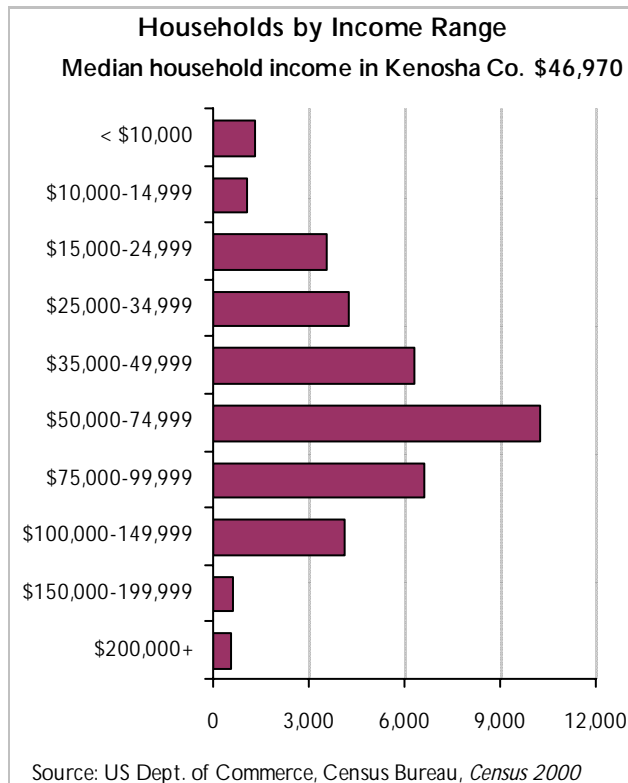


County Income Information

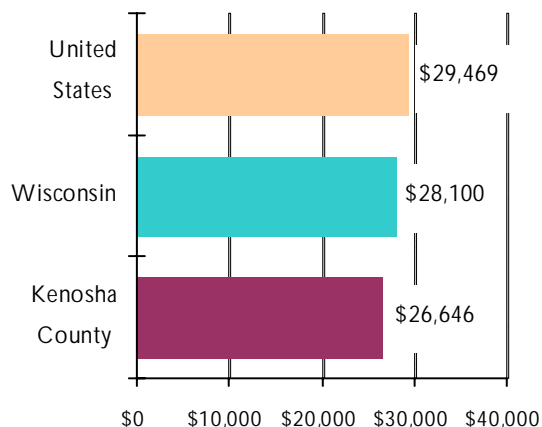
Household income is the measure of total income of the householder and all other individuals age 15 years and over in the household, whether they are related to the householder or not. Because many households consist of only one person, average household income is usually less than average family income.

Kenosha County's median household income exceeds both the state (\$43,791) and national (\$41,994) figures and is ranked tenth highest of the state's 72 counties. This is not surprising due to the fact that it is a metropolitan county, which tend to pay higher wages than non-metropolitan counties (Kenosha County ranks ninth highest of all counties in annual average wages paid). The fact that many residents have commutable access to other metropolitan job markets is key as well as most of the counties in this part of the state pay above average wages and have above average household incomes.

Per capita personal income (PCPI) is a measure of the county's total personal income divided by the total population. Kenosha County ranks 15th highest of all counties in the state, yet lags behind the state and national figures. The lag is due to residents relative reliance upon wages as a source for total income rather than other sources of income such as dividends and interest from stocks and other investments, proprietary income, income from rental property. Transfer payments from the government such as retirement and disability insurance benefit payments, worker's compensation, food stamps, SSI, etc. are not as relied upon for income as they are in the state and nation as well. More and more, personal income is composed less of wages earned at the job and more of the other mentioned categories. Dividend earnings and transfer payments have grown faster as a part of income than have job wages, yet wages are still the majority of income.



Per Capita Personal Income 2000



Source: US Department of Commerce, Bureau of Economic Analysis

Components of Total Personal Income: 2000

